

Message Text

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NSAE-00 NSC-05 PA-02 PRS-01 SP-02 SS-15 USIA-15
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E.O. 11652: N/A
TAGS: SOPN, IT
SUBJECT: NEW CHIEF EDITORS APPOINTED FOR MAJOR REGIONAL
NEWSPAPERS OF TUSCANY AND EMILIA-ROMAGNA

1. GENERAL PUBLIC, JOURNALISTS AND PRINCIPALS INVOLVED WERE SHOCKED TO BE INFORMED MARCH 3 THAT CHIEF EDITORS OF FLORENCE NEWSPAPER "LA NAZIONE" AND BOLOGNA NEWSPAPER "IL RESTO DEL CARLINO" WERE ABRUPTLY DISMISSED AND REPLACEMENTS FOR THEM NAMED AT SAME TIME. "LA NAZIONE" CHIEF EDITOR DOMENICO BARTOLI WILL BE REPLACED BY "CORRIERE DELLA SERA" ROME BUREAU CHIEF ALBERTO SENSINI AND "IL RESTO DEL CARLINO" CHIEF EDITOR ALFREDO PIERONI WILL BE REPLACED BY "CORRIERE DELLA SERA" VICE DIRECTOR FRANCO DI BELLA. ALTHOUGH BOTH EDITORS TELL ME THEY ARE NOW CLEANING OUT THEIR OFFICES, ACTUAL EFFECTIVE DATE OF DISMISSALS IS MARCH 8.

2. ALTHOUGH I HAVE DIRECT INFORMATION ON THIS MATTER, THERE IS STILL CONSIDERABLE CONFUSION IN MINDS OF THOSE PRINCIPALLY CONCERNED EXACTLY WHAT MOTIVATION WAS FOR THESE DISMISSALS. THE DISMISSALS WERE ACTUALLY MADE BY PUBLISHING FRIM CORRECT TO FIRM CHAIRMAN GIUSEPPE DE ANDRE, RATHER THAN BY PROMINENT INDUSTRIALIST OWNER ATTILIO MONTI. DURING PAST SEVERAL
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MONTHS, DE ANDRE HAD BEEN CRITICAL OF BOTH EDITORS BECAUSE OF FINANCIAL LOSSES BY THESE TWO PREVIOUSLY VERY PROFITABLE NEWSPAPERS AND THERE WAS FRICTION DUE TO REFUSAL EDITORS DISMISS CERTAIN JOURNALISTS AS PART OF ATTEMPT TO CUT PUBLISHING COSTS. ALSO ALLEGEDLY AMONG REASONS WAS DIS-SATISFACTION OF DE ANDRE WITH CONSERVATIVEEDITORIAL DIRECTION OF BARTOLI AND TO LESSER EXTENT EDITORIAL DIRECTION

OF PIERONI. THIRDLY, THERE IS CURRENTLY UNSUBSTANTIATED RUMOR THAT MONTI HAS FINALLY DECIDED SELL HIS NEWSPAPER EMPIRE TO PUBLISHING GIANT RIZZOLI SINCE ENORMOUS LOSSES OF HIS LIVORNO NEWSPAPER "IL TELEGRAFO" (FLORENCE TELEGRAM 85) AND ENSUING TURMOIL THERE PLUS LOSSES FROM PREVIOUSLY PROFITABLE NEWSPAPERS DOES NOT MAKE IT WORTH THE CANDLE EITHER FINANCIALLY OR POLITICALLY TO CONTINUE WITH THIS EFFORT. FINALLY, THE SELECTION OF THE TWO NEW EDITORS TENDS TO CONFIRM LOCAL RUMORS THAT PREVIOUS EDITORS' CONSERVATIVE EDITORIAL POLICY IS NOT DESIRED BY WHOEVER MAY NOW CONTROL POLICY OF THESE NEWSPAPERS. IMPORTANT PART SOLUTION THIS PUZZLE LIES IN UNKNOWN POWER OF DE ANDRE, SUCH AS HIS ABILITY TO ACT INDEPENDENTLY OF MONTI EVEN IF MONTI I STILL OWNS THE NEWSPAPERS.

3. FUTURE EMPLOYMENT FOR PIERONI IS UNKNOWN. BARTOLI WILL PROBABLY MOVE TO ROME AND WORK FOR "IL GIORNALE" AND WRITE ARTICLES FOR OTHER NEWSPAPERS AND MAGAZINES.
GORDON

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Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
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